

# 2007 Southern University and A&M College Combined Research and Extension Plan of Work

## Brief Summary about Plan of Work

The FY 2007-2011 Plan of Work (POW) for the Agricultural Research and Extension Formula Funds submitted by Southern University Agricultural Research and Extension Center (SUAREC) covers the period October 1, 2007 through September 30, 2011. SUAREC was established July 1, 2001 as the fifth campus of the Southern University System. SUAREC combines both research and extension functions into a unified system at the campus level. Consequently, the Center assumed administrative responsibilities for the federal research and extension funds as stipulated under sections 1444 and 1445 of the National Agriculture Research, Extension and Teaching Policy Act (NARETPA) of 1977. This POW consists of one consolidated and integrated plan for both the research and extension programs at Southern University. In order to address the state and national needs, the Southern University Agricultural Research and Extension Center places emphasis on the following planned programs or broad areas:

- I. SUSTAINABLE AGRICULTURAL SYSTEMS
- II. URBAN FORESTRY AND NATURAL RESOURCE MANAGEMENT
- III. NUTRITION AND HEALTH
- IV. FAMILY AND HUMAN DEVELOPMENT
- V. YOUTH DEVELOPMENT
- VI. ECONOMIC AND COMMUNITY DEVELOPMENT

The goal is to serve diverse audiences who have limited social and economic resources, to improve their access to positive opportunities through research and outreach education. SUAREC aims to help small-scale and limited resource farmers and ranchers develop and/or maintain viable farming operations that are in harmony with the environment, help communities build capacity to enhance the growth and development of the business and industrial sectors, and improve the quality of life for families and youth throughout the State. To ensure that clientele needs are addressed effectively, the research and extension programs target the same clients. Research projects are designed with inputs from stakeholders and the findings are specially packaged and disseminated by the extension agents. There is a very close working relation among the planned programs. For instance, Youth Development Program benefits heavily from Sustainable Agricultural Systems in conducting livestock shows. Youth Development Program also benefits from Nutrition and Health Program, Urban Forestry and Natural Resource Management Program, Economics and Community Development Program, and Family and Human Development Program. Additionally, lessons learned from the 2005 natural disasters – hurricanes Katrina and Rita will enable the Center utilize its planned programs to respond to some needs of citizens.

## Estimated number of professional FTEs/SYs to be budgeted for this plan.

Year	Extension		Research	
	1862	1890	1862	1890
2007	0.0	43.0	0.0	36.0
2008	0.0	43.0	0.0	37.0
2009	0.0	46.0	0.0	40.0
2010	0.0	46.0	0.0	40.0
2011	0.0	46.0	0.0	40.0

## Merit Review Process

The merit review process that will be employed during the 5-Year Plan of Work cycle

- Internal University Panel
- Combined External and Internal University Panel
- Expert Peer Review

### **Brief explanation**

All CSREES funded programs/projects and others seeking funding are subjected to a thorough scientific and educational peer review process. A Proposal Review and Evaluation Committee (PREC) comprising of faculty and staff from SUAREC and the greater university community has been established. It operates as a standing committee to review proposals to ensure consistency with standard agency guidelines and other established scientific and educational criteria. Proposals usually undergo strict review, scrutiny and endorsement by discipline peers, program head, and a select review committee. Proposals are normally sent to external university and other experts for review and suggestions. Additionally, each proposal must show clear evidence of stakeholder input prior to approval by the Vice Chancellor for Research and/or Vice Chancellor for Extension. A request was submitted to the United States Department of Agriculture/Cooperative State Research, Education, and Extension Service (USDA/CSREES) in Washington, D.C. for a comprehensive review of the research program in the fall of 2004. A review team headed by a senior staff of the CSREES reviewed the Center's research projects for relevancy of the research to local and national needs, program performance (output, outcomes, and impacts), adequacy of resources to meet program objectives, and the interrelationship between research and extension. Findings provided by the team indicated that SUAREC's research projects are accomplishing targeted objectives. Other recommendations from the team are incorporated in this plan and also for program direction and allocation of resources. Additionally, SUAREC will continue to conduct internal evaluation of all research and extension programs to ensure that they are meeting the needs of its clients.

### **Evaluation of Multis & Joint Activities**

#### **1. How will the planned programs address the critical issues of strategic importance, including those identified by the stakeholders?**

SUAREC's research and extension programs, the federal 5-year plan of work and the state strategic plan are developed based on information from the stakeholders and partners such as, Parish Advisory Councils, parish plans of work, the Louisiana Cooperative Extension Service, and parish review teams, needs assessments, evaluation studies, Strategic Planning Meetings, Joint Research-Extension Exchange Meetings, the Chancellor's Advisory Council, Program Areas Advisory Councils, Federal and State Agencies, Commodity Organizations, and Land Grant Institutions. Information collected from these sources by the Office of Planning and Evaluation is made available to the Research and Extension administrators and staff who in turn utilize them to plan programs/projects to address needs/problems based on identified priorities.

#### **2. How will the planned programs address the needs of under-served and under-represented populations of the State(s)?**

SUAREC extension offices and agents are strategically located in areas such that their services are easily accessible to the under-served and under-represented. This POW builds on expert recommendations as outlined on the Louisiana Solutions to Poverty Initiative (Governor's Summit on Solutions to Poverty 2005) and also on the Louisiana Vision 2020. Historically, SUAREC has addressed problems confronting traditionally under-served and under-represented farmers, socially and economically disadvantaged families, and economically distressed rural and urban communities. Research and extension efforts are aimed at assisting these communities in becoming economically, environmentally, and socially sustainable. Within the SU Ag Center, there exist several programs that were established to emphasize research and educational programs aimed at improving the social and economic conditions of low-income and under-served citizens of the State. SUAREC is committed to strengthening families living in poverty and to help them reach a level of self-sufficiency.

#### **3. How will the planned programs describe the expected outcomes and impacts?**

Performance indicators will be used to measure progress in accomplishing the objectives set by the plan of work. Regular surveys or evaluations will be conducted at all activities where feasible. Participants will be asked to indicate their needs and if they learned from the activities; what actions they plan to take or what actions they are taking; the potential benefits of the activities or actual social, economic, civic and/or environmental benefits. Traditional reports will be submitted to the state and federal governments and to other stakeholders. These reports will be compiled from the monthly, quarterly, and annual reports submitted by the Center's faculty and staff.

#### **4. How will the planned programs result in improved program effectiveness and/or efficiency?**

To ensure effectiveness and efficiency, evaluation will be ongoing for all programs. Evaluation of needs, which was the foundation of the plan, will be used to determine if assessed needs are being met by the programs. Also, monitoring, process and outcome evaluations will be conducted regularly and in a timely manner to assess program results. Stakeholders' inputs are a major part of the planning process. Also, during evaluations, participants' opinions and comments/suggestions will be incorporated into the process and utilized when revising the plan. Further, regular monitoring, on-site observation and focus groups will be employed to determine the extent to which program activities conducted met and addressed the critical needs of participants and how citizens benefited, solved problems, or realized improved quality of life by participating in the program

activities.

## Stakeholder Input

### 1. Actions taken to seek stakeholder input that encourages their participation (Check all that apply)

- Use of media to announce public meetings and listening sessions
- Targeted invitation to traditional stakeholder groups
- Targeted invitation to non-traditional stakeholder groups
- Targeted invitation to traditional stakeholder individuals
- Targeted invitation to non-traditional stakeholder individuals
- Survey of traditional stakeholder groups
- Survey of traditional stakeholder individuals
- Survey specifically with non-traditional groups

#### Brief explanation.

SUAREC has a vibrant technology department which helps in the design, publishing, video production, broadcasting, and publicizing of most activities. Research and extension faculty and staff utilize the services of this department in announcing public meetings and activities in various media. Also, research and extension faculty and staff maintain a database of traditional and non-traditional stakeholder groups and individuals for contact. Each contact method used normally provides useful information on how stakeholder groups and individuals can contact SUAREC's agents. Furthermore, SUAREC has a culture of conducting regular survey of clients to assess their needs and seek their inputs for program planning and development. Surveys are conducted at every workshop or training session to collect similar data. Survey questions will seek to determine the extent to which program activities conducted met and addressed the traditional needs of participants and how meeting non-traditional needs of citizens can be incorporated into program activities to address the needs of the greater community. Both traditional and non-traditional groups and individuals will be targeted.

### 2(A). A brief statement of the process that will be used by the recipient institution to identify individuals and groups stakeholders and to collect input from them

#### 1. Method to identify individuals and groups

- Use Advisory Committees
- Use Internal Focus Groups
- Needs Assessments
- Use Surveys

#### Brief explanation.

Parish Advisory Councils are the grassroots resource groups for each extension agent. These Councils are comprised of clients, community leaders, state and local government officials, and other stakeholders who identify community needs and/or resources, programs and projects to address them. Agents communicate identified needs to the program area specialists in the state office through reports and personal consultations. SUAREC's Office of Planning and Evaluation conducts survey of clients to seek their inputs in assessing programs already in place, gather data on areas of needs, and assess the benefits of existing programs. These findings are vital to the conceptualization and implementation of programs that will ensure improved quality of life. Reports are presented to the SUAREC Executive Council for incorporation into the POW. The Chancellor's Advisory Council has representatives from various stakeholders' interests such as Clients, Clientele groups, Federal and State Agencies, Commodity Organizations, Land Grant Institutions, and other Agriculture, Family and Consumer Sciences related groups. The Council advises the Chancellor on ways that would ensure greater stakeholder input in identifying and planning meaningful, effective and efficient research, education and outreach programs to benefit the citizenry of the state of Louisiana.

### 2(B). A brief statement of the process that will be used by the recipient institution to identify individuals and groups stakeholders and to collect input from them

#### 1. Methods for collecting Stakeholder Input

- Meeting with traditional Stakeholder groups
- Survey of traditional Stakeholder groups
- Meeting with traditional Stakeholder individuals
- Survey of traditional Stakeholder individuals
- Survey specifically with non-traditional groups
- Meeting specifically with non-traditional individuals
- Meeting with invited selected individuals from the general public
- Survey of selected individuals from the general public

**Brief explanation**

Extension agents and program area specialists hold meetings regularly with various stakeholder groups and individuals to get their feed back regarding SUAREC programs and activities. Meetings with non-traditional groups and individuals such as community leaders, parish officials, and other agency officials, to seek input are also carried out both at the local and state levels. Formal and informal meetings are held. Faculty and staff are encouraged to (and they do) participate in community activities where they can meet and interact with non-traditional groups and individuals throughout the state. With already established relations with federal and state agencies, community groups, leaders, the faith community and individuals, both research and extension personnel will utilize available recourses at their disposal to interact and obtain important inputs. The Louisiana Cooperative Extension Service (LCES) and the collaborative/cooperative efforts in research and extension with other institutions in the state will serve as additional resources to collecting stakeholders' inputs.

**3. A statement of how the input will be considered**

- In the Budget Process
- To Identify Emerging Issues
- Redirect Extension Programs
- Redirect Research Programs
- In the Staff Hiring Process
- In the Action Plans
- To Set Priorities
- Other

**Brief explanation.**

The Program Development Conference is a meeting that brings together both research and extension faculty and staff from each of the planned program areas of SUAREC to create a comprehensive 5-year Plan of Work (POW) that meets and addresses state, regional, and national needs. General needs and strategic directions are dialogued during these meetings. The Louisiana Cooperative Extension Service involving both SUAREC (1890) and LSU (1862) also dialogue annually on emerging needs, priorities, and strategic directions for the state. Recommendations are forwarded to research and extension administrators who in turn meet with their unit heads to reassess and redirect programs. The SUAREC Executive Council receives the recommendations and utilizes them after careful consideration, evaluation of impacts and consistency of accountability in setting new priorities, staffing, and budgeting.

## 1. Name of the Planned Program

### I. SUSTAINABLE AGRICULTURAL SYSTEMS

## 2. Program knowledge areas

- 301 Reproductive Performance of Animals 15 %
- 313 Internal Parasites in Animals 5 %
- 307 Animal Management Systems 30 %
- 302 Nutrient Utilization in Animals 20 %
- 102 Soil, Plant, Water, Nutrient Relationships 10 %
- 205 Plant Management Systems 10 %
- 121 Management of Range Resources 10 %

## 3. Program existence

- Intermediate (One to five years)

## 4. Program duration

- Long-Term (More than five years)

## 5. Brief summary about Planned Program

The plant and animal components will conduct research and disseminate information dealing with forage development and utilization for cattle and goats (cattle and goats grazing together or separately in controlled and continuous pasture). This is a multidisciplinary project involving scientists in animal science, plant and soil sciences, and agricultural economics. Swine research involves the use of seafood waste as feed supplements to livestock. Also, pastured poultry and rabbit research seeks alternative and more profitable means of producing and marketing quality meat and meat products. Other areas of research and information dissemination include vegetable and agronomic production, organic farming and processing, alternative crops production, processing and marketing.

## 6. Situation and priorities

Sustainable animal and plant productivity and profitability are of paramount importance to the agricultural sector of Louisiana. A wide variation exists in agricultural productivity and profitability. The average farm size in Louisiana is 286 acres. Farms vary in size from large commercial operations to small-scale operations. The latter are faced with the greatest challenge to generate sufficient income. According to the 2002 Census of Agriculture, of the 27,413 farms in the state slightly more than 75 percent reported sales below \$20,000 annually. Economic opportunities exist for small agricultural producers who adopt alternative livestock and crop enterprises. Thus, there is need for research on production and management systems pertaining to goats, rabbits, vegetables, fruits, and herbs. The average age of an active participant in the farming community in the state of Louisiana is 55.1 years. The current trend is such that youth are not being involved or are not interested in being involved in production agriculture. If farm families and agricultural based communities are to survive, more youth must realize the benefits of rural life and become engaged in maintaining their communities. Additionally, appropriate information and resources must be available for their use in the decision making processes. Stakeholder advisory councils and surveys of traditional and non-traditional groups suggest that critical areas of need for the state are: alternative commodities, risk management, access to capital, alternative markets, management, access to training, and agricultural mediation issues.

## 7. Assumptions made for the Program

1. Level of funding will remain steady or increase.2. Staffing will increase (additional funds to replace staff who leave, hire additional staff and to execute programs).3. Present trends will continue.4. Clients will participate and respond, and adopt new/innovative techniques.

## 8. Ultimate goal(s) of this Program

1. Improve agricultural sustainability and profitability.2. Promote good environmental stewardship.3. Promote stable, prosperous farms, families and communities.

## 9. Scope of Program

- In-State Extension
- In-State Research
- Integrated Research and Extension
- Multistate Extension
- Multistate Research

**Inputs for the Program**

**10. Expending formula funds or state-matching funds**

- Yes

**11. Expending other than formula funds or state-matching funds**

- No

**12. Expending amount of professional FTE/SYs to be budgeted for this Program**

Year	Extension		Research	
	1862	1890	1862	1890
2007	0.0	8.0	0.0	18.0
2008	0.0	8.0	0.0	18.0
2009	0.0	8.0	0.0	18.0
2010	0.0	8.0	0.0	18.0
2011	0.0	8.0	0.0	18.0

**Outputs for the Program**

**13. Activity (What will be done?)**

- Conduct research and experiments using cattle, goats, swine, poultry, rabbits, vegetables, pasture, forage, and other plants.
- Construct additional research and outreach facilities for both animal and plant research. Develop products, curriculum, and resources.
- Conduct workshops, demonstration plots, training sessions, and one day and/or multiple field days for farmers especially small and limited resource producers.
- Deliver services to producers and potential producers.
- Conduct assessment, work with media.
- Conduct farm and site visits, field days, shows and encourage client and potential client participation.
- Collaborate, cooperate and partner with local, state and federal agencies, institutions, groups, private organizations/associations in seeking and delivering services to citizens.

**14. Type(s) of methods will be used to reach direct and indirect contacts**

Extension	
Direct Method	Indirect Methods
<ul style="list-style-type: none"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> <li>● Other 1 (Farm/Home visits)</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> <li>● TV Media Programs</li> <li>● Web sites</li> <li>● Other 1 (Radio Programs)</li> <li>● Other 2 (Newspaper/Print Media)</li> </ul>

**15. Description of targeted audience**

Our target audience includes (but is not limited to) : small producers, limited resource producers, socially and economically individuals, women, and minorities. Others are youth 13 - 18 years, policy makers, community leaders/stakeholders, interested agencies and organizations.

**16. Standard output measures**

**Target for the number of persons(contacts) to be reached through direct and indirect contact methods**

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2007	25000	125000	0	0
2008	25900	125000	0	0
2009	26800	126000	0	0
2010	27700	127000	0	0
2011	28600	128000	0	0

**17. (Standard Research Target) Number of Patents**

Expected Patents	
Year	Target
2007	0
2008	0
2009	1
2010	1
2011	1

**18. Output measures**

**Output Text**

1. Number of educational program activities

2007 Target: 200  
 2008 Target: 210  
 2009 Target: 230  
 2010 Target: 250  
 2011 Target: 300

**Output Text**

2. Number of educational contacts

2007 Target: 150000  
 2008 Target: 151000  
 2009 Target: 152000  
 2010 Target: 153000  
 2011 Target: 154000

**Output Text**

3. Number of published materials distributed

2007 Target: 32000  
2008 Target: 32500  
2009 Target: 33000  
2010 Target: 33000  
2011 Target: 33000

**Output Text**

4. Number of research publications

2007 Target: 7  
2008 Target: 7  
2009 Target: 7  
2010 Target: 7  
2011 Target: 7

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

1. Percent of clients who gained new knowledge/skills, awareness and/or changed attitudes

**Outcome Type:** Short

2007 Target: 80  
2008 Target: 80  
2009 Target: 80  
2010 Target: 80  
2011 Target: 80

**Outcome Text**

2. Percentage of adoption rate for recommendations by clients

**Outcome Type:** Long

2007 Target: 45  
2008 Target: 48  
2009 Target: 51  
2010 Target: 54  
2011 Target: 57

**20. External factors which may affect outcomes**

- Natural Disasters (drought,weather extremes,etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programatic Challenges
- Populations changes (immigration,new cultural groupings,etc.)

#### **Description**

Lessons learned from the natural disasters especially the 2005 hurricanes (Katrina and Rita) remind us that we have to plan for external factors. Louisiana, due to its geographical location, is prone to both adverse and beneficial weather conditions which could affect program outcomes. Secondly, the state economy relies heavily on oil production. An increase or decrease in oil prices can increase or decrease the state's revenues respectively, thus impacting severely on budget appropriations. Additionally, both federal and state dollars received for formula funds have been "flat" for several years. An increase in the consumer price index will definitely reduce the purchasing power of these funds. Public policy changes, government regulations and competing priorities could affect the program either positively or negatively, depending on whether they favor or work against the program goals. Population changes and competing programatic challenges have the potential of affecting the outcomes of the program.

#### **21. Evaluation studies planned**

- After Only (post program)
- Before-After (before and after program)
- During (during program)
- Comparisons between program participants (individuals,group,organizations) and non-participants

#### **Description**

Post program, before and after program, during program, and comparison studies will be employed. Other methods will be incorporated as appropriate and feasible. The main focus of evaluation will be on determining the level(s) to which program activities carried out met and addressed the critical needs of participants and how citizens benefited, solved problems, or realized improved quality of life by participating in the program. To ensure that evaluation is culturally contextual, stakeholders' involvement and inputs have been strongly encouraged and utilized to establish priorities, goals and objectives consistent with state, regional and national issues based on the land-grant philosophy and mission. Evaluation will provide further inputs as to continuing with established priorities, goals and objectives or making changes to them. Additionally, performance indicators will be used to measure progress in accomplishing the objectives set by the Center. Evaluation studies will ensure that educational programs implemented by the SU Ag Center are available and useful to all citizens of Louisiana and primarily to clients in the areas of food, agricultural and human sciences, and to urban and rural dwellers, youth, government officials, faith and community leaders, and families. Also, evaluation will authenticate the validity of data reported about the program.

#### **22. Data Collection Methods**

- Sampling
- Whole population
- Mail
- Telephone
- On-Site
- Structured
- Unstructured
- Observation
- Portfolio Reviews

#### **Description**

Data collection methods such as sampling, mail, telephone and/or on-site observations will primarily be conducted. Other methods such as whole population will be incorporated when appropriate and feasible. Structured and unstructured interviews will be conducted to assess the extent of program benefits to participants.

## 1. Name of the Planned Program

# II. URBAN FORESTRY AND NATURAL RESOURCE MANAGEMENT

## 2. Program knowledge areas

- 123 Management and Sustainability of Forest Resources 10 %
- 133 Pollution Prevention and Mitigation 10 %
- 124 Urban Forestry 50 %
- 403 Waste Disposal, Recycling, and Reuse 20 %
- 132 Weather and Climate 10 %

## 3. Program existence

- Intermediate (One to five years)

## 4. Program duration

- Long-Term (More than five years)

## 5. Brief summary about Planned Program

The Urban Forestry and Natural Resource Management Program will use Geographic Information System (GIS) and selected models to quantify the the following: urban forest structure and function; the environmental benefits of urban forests; carbon sequestration and the urban forest effects on air quality; and urban forest effects on UV exposure in relation to proper vegetation design. The program will conduct collaborative studies with federal, state, and other agencies to address urban sprawl, heat island, air quality improvement and species rating pertaining to urban forest and urban ecosystems. It will also provide education and training for Louisiana citizens especially minorities, in the practice of using urban wood from municipal tree removals for traditional wood products. Also, it will provide training to empower minorities through ownership and pollution reduction from landfills. The program will continue its gulf coast weather and climate studies so as to provide pertinent information to assist citizens, government, and other groups in planning and managing economic and natural resources as a process of minimizing loss due to natural disaster such as hurricanes Katrina and Rita of 2005. Pollution prevention and mitigation research and educational programs will also be a part of this program.

## 6. Situation and priorities

Urban forests and their effects on society and the environment are becoming increasingly recognized and important, yet little is known about this resource. In order to have a comprehensive and integrated urban forest resource management system, urban planners need to utilize the full range of technological resources at their disposal to mitigate the effects of declining air quality, enhanced ultraviolet (UV) radiation loads, elevated carbon dioxide levels leading to the "urban heat islands" phenomenon, loss of green space and habitat for urban wildlife, urban pest, storm water runoff, as well as rising utility costs for urban dwellers. Urban and community forestry is no longer just basic street tree planting. It is an essential and highly valued component of numerous large-scale, long-term environmental and community sustainability projects. Urban and community forests improve environmental quality, enhance individual and community well being, provide a range of services to communities, and produce a healthier environment for the majority of the U.S. population. In the United States over 200 million cubic yards of urban tree and landscape residue are generated every year. This leads to a higher demand for wood and wood products, which places more of a demand on forestlands, and imported forest products. The use of recycled wood in our urban area could potentially contribute to the conservation of forestland resources by generating wood products from trees that need to be removed. A community-based education program on waste reduction and recycling and an effort to educate citizens and small minority tree care businesses on how to utilize wood following removal would greatly enhance Louisiana's economy and reduce pollution from landfills and space. Increased availability of organic residues from cities are renewing interest in the use of organic mulches, not only in the traditional application of crop residues, but also in the use of composted and uncomposted urban wastes. Increased availability of organic residues from cities is renewing interest in the use of organic mulches, not only in the traditional application of crop residues, but also in the use of composted and uncomposted urban wastes. In 2005, hurricanes Katrina and Rita seriously impacted Louisiana and especially the urban areas leaving them with large amounts of tree residues in addition to lost trees and vacant areas which need to be replanted. Educational programs to help citizens know the right tree for the right place, understand air quality for the trees, energy conservation, how to plant a tree, insects and diseases of trees, legal issues, tree hazards ID's, tree appraisal would greatly enhance their knowledge and awareness of the need to protect the environment.

**7. Assumptions made for the Program**

1. Level of funding will remain steady or increase.
2. Staffing will increase (additional funds to replace staff who leave, hire additional staff and to execute programs)
3. Present trend will continue.
4. Clients will participate and respond, and adopt new/innovative techniques.

**8. Ultimate goal(s) of this Program**

1. Enhance the understanding of the urban forest ecosystem and improve the management of urban forests and natural resources worldwide.
2. Utilize cutting edge spatial technologies and environmental simulation to address the role of urban forest ecosystem in urban water quality and urban hydrology.
3. Strengthen the knowledge base of citizens in the utilization and profitability of urban waste wood.
4. Enhance minority participation in urban forestry natural resource management.
5. Enhance the understanding of climate change and its impact on the natural resources through research, education, and outreach.

**9. Scope of Program**

- In-State Extension
- In-State Research
- Integrated Research and Extension
- Multistate Research

**Inputs for the Program**

**10. Expending formula funds or state-matching funds**

- Yes

**11. Expending other than formula funds or state-matching funds**

- No

**12. Expending amount of professional FTE/SYs to be budgeted for this Program**

Year	Extension		Research	
	1862	1890	1862	1890
2007	0.0	3.0	0.0	4.0
2008	0.0	3.0	0.0	4.0
2009	0.0	3.0	0.0	5.0
2010	0.0	3.0	0.0	5.0
2011	0.0	3.0	0.0	5.0

**Outputs for the Program**

**13. Activity (What will be done?)**

Research and quantify the environmental benefits of urban forests, carbon sequestration and the urban forest effects on air quality.

Research and quantify urban forest effects on UV exposure in relation to proper vegetation design. Communicate research results and other information with customers through extension personnel in the form of publications, conferences, workshops, field days, home/office visits, demonstrations and other educational resources.

Prepare publications such as research reports and highlights based on gulf coast climate and weather studies and disseminate information to citizens through extension personnel in the form conferences, workshops, field days, home/office visits,

demonstrations and other educational resources.

Areas affected by past hurricanes and other natural disasters will receive specific attention to enable them rebuild their tree population.

Collaborate, cooperate and partner with local, state and federal agencies, institutions, groups, private organizations/associations in seeking and delivering services to citizens.

**14. Type(s) of methods will be used to reach direct and indirect contacts**

Extension	
Direct Method	Indirect Methods
<ul style="list-style-type: none"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> <li>● Other 1 (Site Visits)</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> <li>● TV Media Programs</li> <li>● Web sites</li> <li>● Other 1 (Radio Programs)</li> <li>● Other 2 (Newspapers/Print Media)</li> </ul>

**15. Description of targeted audience**

Target audience includes all citizens such as homeowners, metro areas, garden clubs, arborists, small producers, limited resource producers, socially and economically disadvantaged, women, and minorities. Others are youth (13 – 18 years and even those in grades K-8), community leaders/stakeholders, interested agencies and organizations.

**16. Standard output measures**

Target for the number of persons(contacts) to be reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2007	5000	90000	0	0
2008	5700	91000	0	0
2009	5900	93000	0	0
2010	6300	95000	0	0
2011	6800	97000	0	0

**17. (Standard Research Target) Number of Patents**

Expected Patents	
Year	Target
2007	0
2008	0
2009	0
2010	1
2011	0

**18. Output measures**

**Output Text**

1. Number of educational program activities

2007 Target: 35  
2008 Target: 35  
2009 Target: 40  
2010 Target: 40  
2011 Target: 45

**Output Text**

2. Number of educational contacts

2007 Target: 95000  
2008 Target: 96700  
2009 Target: 98700  
2010 Target: 99700  
2011 Target: 101000

**Output Text**

3. Number of published materials distributed

2007 Target: 3000  
2008 Target: 4000  
2009 Target: 5000  
2010 Target: 5000  
2011 Target: 5500

**Output Text**

4. Number of research publications

2007 Target: 7  
2008 Target: 7  
2009 Target: 8  
2010 Target: 8  
2011 Target: 9

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

1. Percent of clients who gained new knowledge/skills, awareness and/or changed attitudes.

**Outcome Type:** Short

2007 Target: 70  
2008 Target: 70  
2009 Target: 70  
2010 Target: 70  
2011 Target: 70

**Outcome Text**

2. Percentage of adoption rate for recommendations by clients.

**Outcome Type:** Long

2007 Target: 40  
2008 Target: 45  
2009 Target: 45  
2010 Target: 48  
2011 Target: 50

**20. External factors which may affect outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration, new cultural groupings, etc.)

**Description**

Lessons learned from the natural disasters especially the 2005 hurricanes (Katrina and Rita) remind us that we have to plan for external factors. Louisiana, due to its geographical location, is prone to both adverse and beneficial weather conditions which could affect program outcomes. Secondly, the state economy relies heavily on oil production. An increase or decrease in oil prices can increase or decrease the state's revenues respectively, thus impacting severely on budget appropriations. Additionally, both federal and state dollars received for formula funds have been "flat" for several years. An increase in the consumer price index will definitely reduce the purchasing power of these funds. Public policy changes, government regulations and competing priorities could affect the program either positively or negatively, depending on whether they favor or work against the program goals. Population changes and competing programmatic challenges have the potential of affecting the outcomes of the program.

**21. Evaluation studies planned**

- After Only (post program)
- Before-After (before and after program)
- During (during program)
- Case Study
- Comparisons between program participants (individuals, group, organizations) and non-participants
- Comparison between locales where the program operates and sites without program intervention

**Description**

Post program, before and after program, during program, and comparison studies will be employed. Other methods will be incorporated as appropriate and feasible. The main focus of evaluation will be on determining the level(s) to which program activities carried out met and addressed the critical needs of participants and how citizens benefited, solved problems, or realized improved quality of life by participating in the program. To ensure that evaluation is culturally contextual, stakeholders' involvement and inputs have been strongly encouraged and utilized to establish priorities, goals and objectives consistent with state, regional and national issues based on the land-grant philosophy and mission. Evaluation will provide further inputs as to continuing with established priorities, goals and objectives or making changes to them. Additionally, performance indicators will be used to measure progress in accomplishing the objectives set by the Center.

Evaluation studies will ensure that educational programs implemented by the SU Ag Center are available and useful to all citizens of Louisiana and primarily to clients in the areas of urban forest and natural resource management, and to urban and rural dwellers, youth, government officials, faith and community leaders, and families. Also, evaluation will authenticate the validity of data reported about the program.

**22. Data Collection Methods**

- Sampling
- Whole population
- Mail
- Telephone
- On-Site
- Structured
- Unstructured
- Case Study
- Observation
- Portfolio Reviews

**Description**

Evaluation studies using mail, telephone and/or on-site observations will primarily be conducted. Whole Population and other methods will be incorporated as appropriate and feasible.

**1. Name of the Planned Program**

**III. NUTRITION AND HEALTH**

**2. Program knowledge areas**

- 703 Nutrition Education and Behavior 20 %
- 704 Nutrition and Hunger in the Population 5 %
- 502 New and Improved Food Products 10 %
- 701 Nutrient Composition of Food 10 %
- 702 Requirements and Function of Nutrients and Other Food Components 20 %
- 724 Healthy Lifestyle 25 %
- 712 Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occuring Toxi 10 %

**3. Program existence**

- Intermediate (One to five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

The Nutrition and Health Program is aimed at (but not limited to) healthy lifestyles for socially and economically disadvantaged individuals and families to enhance their techniques in choosing, preparing and eating healthy meals, and to enable them to follow healthy food guidelines as published in the USDA Food Pyramid and the USDA Dietary Guidelines for Americans. The rationale is to help families reduce illnesses and weight problems, especially by reducing the number of obese citizens in the state of Louisiana. Citizens will have inputs and participate in several research studies planned. Educational programs dealing with healthy lifestyles will be made available to all through publications, conferences, workshops, nutrition classes, health fairs, home/office visits, demonstrations and other educational resources. African-American and other children/adolescents who have been reported to have high prevalence of overweight and obesity will be targeted also. Additionally, the program will focus on continuing to assist hurricane evacuees in their needs and especially in maintaining healthy lifestyles.

**6. Situation and priorities**

As a result of national and local nutrition education campaigns and programs, substantial improvements have been made in the nation's health profile in the last 20 years. However, many groups have not benefited equally from the advancements in nutrition and health science. Leading diet related causes of death in Louisiana in 1997 were heart disease, cancer, stroke and diabetes (Louisiana State Center for Health Statistics, 1997). Results from the Louisiana Behavioral Risk Factors survey revealed that of the adult population 33 percent are overweight, 35 percent get no leisure time or physical activity and only 18 percent consume the recommended five fruits and vegetables a day. Similar results are recorded for children. (Chronic Disease Control Program, 1997). According to the Food Security Institute, Louisiana has the fourth largest number of food insecure households in the nation with 13.93 percent of households' food insecure. It also ranks number 11 for households insecure with hunger (Hunger and Food Insecurity in the Fifty States: 1998-2000). There are a large number of limited resource families in Louisiana that are found in the areas that SUAREC serves. These families do not possess the knowledge, information, or skills to utilize existing resources to improve their quality of life. Obesity is a prevalent health problem in the state. A survey of traditional and non-traditional groups suggests that critical areas of need for the state are healthy weight, exercise, choosing a healthy diet, keeping food safe, and diabetes education. A breakdown of needs by some areas includes (but are not limited to): OBESITY; CHRONIC DISEASES; PHYSICAL ACTIVITY; • Concordia Parish - Obesity • Calcasieu – Heart Disease; Teen Pregnancy • EBR – Childhood Nutrition Education; Hands on Learning/Interaction; Heart Disease; Kidney Disease • St. James – Obesity, High Blood Pressure; Cancer, Diabetes; little physical activity; little nutrition education • Bossier – Obesity; serving sizes • Avoyelles – Healthy meals only at school; Kids Café a plus • East Carroll – Grandparents raising children • Orleans – healthy choices, economical choices; latch/key children preparing meals; • General Research and information are also needed on the following areas: effects of diet on obesity, diabetes, hypertension,portion control (emphasize child vs. adult); moderation; making fruits and vegetables more inviting; food security; buffets; and nutrition labeling education.

**7. Assumptions made for the Program**

1. Level of funding will remain steady or increase. 2. Staffing will increase (additional funds to replace staff who leave, hire additional staff and to execute programs) 3. Present trend will continue. 4. Clients will participate and respond, and adopt

new/innovative techniques.

**8. Ultimate goal(s) of this Program**

1. Enhance the focus on increasing healthy eating and physical activity among Louisiana’s citizens, especially the economically and socially disadvantaged. 2. Promote food security among citizens and target populations. 3. Expand research and extension activities in nutrition and health through partnership and collaboration with other USDA agencies, health care systems, health associations, research institutions, Southern University School of Nursing, Department of Health and Hospitals. 4. Investigate and promote food safety practices in low-income households.

**9. Scope of Program**

- In-State Extension
- In-State Research
- Integrated Research and Extension
- Multistate Extension
- Multistate Research

**Inputs for the Program**

**10. Expending formula funds or state-matching funds**

- Yes

**11. Expending other than formula funds or state-matching funds**

- No

**12. Expending amount of professional FTE/SYs to be budgeted for this Program**

Year	Extension		Research	
	1862	1890	1862	1890
2007	0.0	10.0	0.0	6.0
2008	0.0	10.0	0.0	7.0
2009	0.0	11.0	0.0	7.0
2010	0.0	11.0	0.0	7.0
2011	0.0	11.0	0.0	7.0

**Outputs for the Program**

**13. Activity (What will be done?)**

Conduct research on the effects of diet on obesity, diabetes, hypertension, and other prevalent diseases.  
 Promote focus groups; advisory committees; mentor program; use of nutrition curriculum; school food nutrition curriculums; health tips during school activities  
 Conduct the following activities:- Sisters Together- School In-Service- Kids Café- Industry/Corporation In-Services- FF-NEWS- Faith Based Health & Aging seminar- After-School Health Workshops (with parent teacher association involvement)- Youth Health Fair- Youth Day Camps seminar- Nutrition Pop-Ups on SU AgCenter website- Educational workshops- Nutrition Classes- Adult Health Fairs- Fitness Workshops- Parish Visits- Advisory Committee- Food Demonstrations  
 Disseminate publications such as fact sheets, newsletters, Technical bulletins, research reports, etc. Utilize bank enclosures as information dissemination medium.  
 Communicate research results, findings and other useful information with customers through extension personnel in the form of publications, conferences, workshops, home/office visits, demonstrations and other educational resources.  
 Collaborate, cooperate and partner with local, state and federal agencies, institutions, groups, private organizations/associations in seeking and delivering services to citizens.

**14. Type(s) of methods will be used to reach direct and indirect contacts**

Extension	
Direct Method	Indirect Methods
<ul style="list-style-type: none"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> <li>● Other 1 (Home Visits)</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> <li>● TV Media Programs</li> <li>● Web sites</li> <li>● Other 1 (Radio Programs)</li> <li>● Other 2 (Newspapers/Print Media)</li> </ul>

**15. Description of targeted audience**

There is a large number of low income and limited resource families in Louisiana that are found in target areas which SUAREC serves. Most of these families live below the poverty level. They lack knowledge, information, and skills to utilize existing resources to improve their diet, nutrition, health, and quality of life. Children and adolescents who are placed at risk and those that are potentially at risk will also be beneficiaries. Additionally, citizens with sedentary jobs who need information on the benefits of regular physical activity and healthy lifestyles will also be targeted.

**16. Standard output measures**

**Target for the number of persons(contacts) to be reached through direct and indirect contact methods**

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2007	52000	120000	0	0
2008	54000	123000	0	0
2009	55000	125000	0	0
2010	57000	127000	0	0
2011	57800	130000	0	0

**17. (Standard Research Target) Number of Patents**

Expected Patents	
Year	Target
2007	0
2008	0
2009	0
2010	0
2011	1

**18. Output measures**

**Output Text**

1. Number of educational program activities

2007 Target: 300  
2008 Target: 300  
2009 Target: 350  
2010 Target: 350  
2011 Target: 350

**Output Text**

2. Number of educational contacts

2007 Target: 172000  
2008 Target: 177000  
2009 Target: 180000  
2010 Target: 184700  
2011 Target: 187000

**Output Text**

3. Number of published materials distributed

2007 Target: 53000  
2008 Target: 53500  
2009 Target: 54000  
2010 Target: 54000  
2011 Target: 54500

**Output Text**

4. Number of research publications

2007 Target: 4  
2008 Target: 4  
2009 Target: 5  
2010 Target: 5  
2011 Target: 5

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

1. Percent of clients who gained new knowledge/skills, awareness and/or changed attitudes.

**Outcome Type:** Short

2007 Target: 80  
2008 Target: 80  
2009 Target: 80  
2010 Target: 80  
2011 Target: 80

**Outcome Text**

2. Percentage of clients who adopt healthy recommendations

**Outcome Type:** Medium

2007 Target: 50  
2008 Target: 55  
2009 Target: 60  
2010 Target: 60  
2011 Target: 60

**Outcome Text**

3. Percentage of clients who changed behavior

**Outcome Type:** Long

2007 Target: 30  
2008 Target: 35  
2009 Target: 35  
2010 Target: 35  
2011 Target: 40

**20. External factors which may affect outcomes**

- Natural Disasters (drought,weather extremes,etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programatic Challenges
- Populations changes (immigration,new cultural groupings,etc.)

**Description**

Lessons learned from the natural disasters especially the 2005 hurricanes (Katrina and Rita) remind us that we have to plan for external factors. Louisiana, due to its geographical location, is prone to both adverse and beneficial weather conditions which could affect program outcomes. Secondly, the state economy relies heavily on oil production. An increase or decrease in oil prices can increase or decrease the state's revenues respectively, thus impacting severely on budget appropriations. Additionally, both federal and state dollars received for formula funds have been "flat" for several years. An increase in the consumer price index will definitely reduce the purchasing power of these funds. Public policy changes, government regulations and competing priorities could affect the program either positively or negatively, depending on whether they favor or work against the program goals. Population changes and competing programmatic challenges have the potential of affecting the outcomes of the program.

**21. Evaluation studies planned**

- After Only (post program)
- Before-After (before and after program)
- During (during program)
- Comparisons between program participants (individuals,group,organizations) and non-participants

**Description**

Post program, before and after program, during program, and comparison studies will be employed. Other methods will be incorporated as appropriate and feasible. The main focus of evaluation will be on determining the level(s) to which program activities carried out met and addressed the critical needs of participants and how citizens benefited, solved problems, or realized improved quality of life by participating in the program. To ensure that evaluation is culturally contextual, stakeholders' involvement and inputs have been strongly encouraged and utilized to establish priorities, goals and objectives consistent with state, regional and national issues based on the land-grant philosophy and mission. Evaluation will provide further inputs as to continuing with established priorities, goals and objectives or making changes to them. Additionally, performance indicators will be used to measure progress in accomplishing the objectives set by the Center. Evaluation studies will ensure that educational programs implemented by the SU AgCenter are available and useful to all citizens of Louisiana and primarily to clients in the

areas of nutrition, health and human sciences, and to urban and rural dwellers, youth, government officials, faith and community leaders, and families. Also, evaluation will authenticate the validity of data reported about the program.

## 22. Data Collection Methods

- Sampling
- Whole population
- Mail
- Telephone
- On-Site
- Structured
- Unstructured
- Observation
- Portfolio Reviews

### Description

Evaluation studies using mail, telephone and/or on-site observations will primarily be conducted. Whole population and other methods will be incorporated as appropriate and feasible. Since personal health related information may be collected, precautions will be taken to ensure confidentiality of such information.

**1. Name of the Planned Program****IV. FAMILY AND HUMAN DEVELOPMENT****2. Program knowledge areas**

- 802 Human Development and Family Well-Being 40 %
- 801 Individual and Family Resource Management 25 %
- 804 Human Environmental Issues Concerning Apparel, Textiles, and Residential and Commercial Structures 20 %
- 805 Community Institutions, Health, and Social Services 15 %

**3. Program existence**

- Intermediate (One to five years)

**4. Program duration**

- Long-Term (More than five years)

**5. Brief summary about Planned Program**

The family of today is like never before. Whereas traditionally, the family consisted of a mother, father and children, today's families may consist of two parents of the same sex, headed by a single parent of either sex or headed by a grandparent. No matter how the family is structured, the basic need for information and resources to advance the well-being of the family exists. Moreover, information must be available to address the new and diverse family and address age old rites of passage such as parenting, childcare, economic stability, aging, consumer education, change and managing stress. Issues related to the capacity of families and communities to meet human needs are paramount concerns in today's society, as are matters of economic viability and development in the industries and service sectors which address consumer needs. Research in family and consumer sciences is needed more today than ever as a guide to public policy decisions and in the assessment of intervention programs. Educational programs which incorporate hands-on experiences are essential in delivering new knowledge and skills to families. The Family and Human Development Program has steadily increased its productivity over the past years. Information from research results will positively enhance the ways families deal with different problems and issues.

**6. Situation and priorities**

The population of Louisiana was 4,515,770 persons in 2004. The estimated number of children younger than age five was 317,392 which represent 7.10 percent of the population. The number of children in Louisiana under 18 years is 1,219,799 which represents 27.29 percent of the population. Minority groups make up 37 percent of the overall population of Louisiana. The population of Louisiana, like other southern states, is shifting from rural to more urban areas and from a predominantly white racial make-up to greater ethnic and racial diversity. Trends in family structure include grandparents raising grandchildren, stepfamilies, single-parent families, a decreasing number of married couples with children, an increase in households who are separated and/or cohabiting, a divorce rate of 50 percent and increasing numbers of single adults living with unmarried partners. The number of grandparents living in households with their own grandchildren under 18 years is 106,463 and those that are responsible for grandchildren are 66,592 (62.55 percent). About 65 percent of female grandparents are responsible for their own grandchildren under 18 years of age; 68.8 percent of these grandmothers are married. Grandmothers who remain in the labor force represent 54 percent of which 35 percent live in poverty. In Louisiana, 16.6 percent (approximately 275,000 families) of the households are headed by single-parent in 2000, compared with 15.6 percent in 1990. In 2004, unmarried women accounted for 34 percent of all births in the United States, but 47 percent of all births in Louisiana. Parenting is difficult and most parents have received limited training to prepare them for guiding a child's growth and development. Problems are compounded by dysfunctional family relationships, by limited economic resources, and inadequate social support and parenting education. In 2001, Voices for Working Families discovered "Moments in the Life of a Child in Louisiana". A child in Louisiana is abused or neglected every 50 minutes. A child in Louisiana is born into poverty every 29 minutes. A child in Louisiana dies before his/her first birthday every 14 hours. A child in Louisiana is killed by gunfire every 4 days. Income plays a major factor in raising children. The number of women who are in the work force is on the rise. In Louisiana, 66.6 percent of women are in the labor force; 69.3 percent are married with a spouse present. As a result, 78.6 percent of mothers with children under 6 years of age work; and 64.1 percent of mothers with children age 6-17 work. The recent hurricanes displaced many Louisiana families, caused job losses and in some cases families lost their entire life possessions. Children were particularly traumatized with severe long-term impacts. Consumer debt is an economic reality for many families in Louisiana. Credit card debt was the fastest growing component and reflects the failure of many families to adopt spending plans to help balance their income and expenditures. Farm families, as well as urban families, experience problems in financial management. Researchers advise

young families to save more, consume less, and obtain more education to improve their financial future. The following issues are widespread in Louisiana: • Inadequate education and job skills and unemployment • Inadequate after school tutors for youth • Lack of GED • Inadequate resources (Manpower) • Problem with family relations • Need for workshops on communication • Effects of divorced parents on children • Increasing number of single parents • Lack of affordable housing and jobs • Recreation facilities for youth • Senior health wellness program • Stress and lack of self-esteem • Teenage pregnancy • High dropout rate in schools • Increasing elderly population and lack of care facilities • Effects of cohabitation on marriage and family • Inadequate facilities for supervised care for children • Inadequate family budgeting • Unprotected sex by adult and youth • Low income families and poverty • Low graduation rate • High rate of child abuse/ neglect • Low test scores

**7. Assumptions made for the Program**

1. Level of funding will remain steady or increase. 2. Staffing will increase (additional funds will be available to replace staff who leave, hire additional staff and to execute programs) 3. Present trends will continue. 4. Clients will participate and respond, and adopt new/innovative techniques.

**8. Ultimate goal(s) of this Program**

1. Respond to the needs of diverse families and family structures by developing educational experiences that stimulate active learning, critical thinking and problem solving. 2. Educate parents, care givers and families on parenting practices and skills to create a safe and nurturing environment for children. 3. Promote among families the development of positive interpersonal relationships that enhance intellectual, social, emotional and physical development of family members. 4. Educate and assist families on how to set financial goals by practicing principles of prudent financial/resource management and planning.

**9. Scope of Program**

- In-State Extension
- In-State Research
- Integrated Research and Extension
- Multistate Research

**Inputs for the Program**

**10. Expending formula funds or state-matching funds**

- Yes

**11. Expending other than formula funds or state-matching funds**

- No

**12. Expending amount of professional FTE/SYs to be budgeted for this Program**

Year	Extension		Research	
	1862	1890	1862	1890
2007	0.0	9.0	0.0	3.0
2008	0.0	9.0	0.0	3.0
2009	0.0	9.0	0.0	4.0
2010	0.0	9.0	0.0	4.0
2011	0.0	9.0	0.0	4.0

**Outputs for the Program**

**13. Activity (What will be done?)**

• Extension and Research faculty work cooperatively to develop and disseminate educational materials devoted to helping the family set goals and manage limited resources. • Community Volunteers (advisory committee, Community organizations, etc.) will be organized to help disseminate information, increase awareness and implement programs. • Consumer curriculum will be

designed to support objectives on financial planning and management. • Partnerships with banks and other financial agencies will be solicited and their expertise utilized. • Research results and other information will be communicated to customers through extension personnel in the form of publications, conferences, workshops, home/office visits, demonstrations and other educational resources. • Collaborate, cooperate and partner with local, state and federal agencies, institutions, groups, private organizations/associations in seeking and delivering services to citizens. • Others include: Nutrition Classes Training sessions for adults and children Parenting Workshops Parish and home visits Demonstrations

**14. Type(s) of methods will be used to reach direct and indirect contacts**

Extension	
Direct Method	Indirect Methods
<ul style="list-style-type: none"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> <li>● Other 1 (Parish/home visits)</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> <li>● TV Media Programs</li> <li>● Web sites</li> <li>● Other 1 (Radio Programs)</li> <li>● Other 2 (Newspapers/Print Media)</li> </ul>

**15. Description of targeted audience**

There are large numbers of low income and limited resource families in Louisiana who reside in the target areas that SUAREC serves. Most of these families live below the poverty level. They lack knowledge, information, and/or skills to utilize existing resources to improve their parenting and child care skills, family nurturing, learning, resource management, and quality of life. Children and adolescents who are placed at risk and those that are potentially at risk will also be beneficiaries. It is also essential to train program staff and volunteers to ensure effective and efficient delivery of information.

**16. Standard output measures**

**Target for the number of persons(contacts) to be reached through direct and indirect contact methods**

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2007	31000	120000	0	0
2008	32000	123000	0	0
2009	33000	125000	0	0
2010	34000	127000	0	0
2011	35000	129000	0	0

**17. (Standard Research Target) Number of Patents**

Expected Patents	
Year	Target
2007	0
2008	0
2009	0
2010	0
2011	1

## 18. Output measures

### Output Text

#### 1. Number of educational program activities

2007	Target:	250
2008	Target:	300
2009	Target:	300
2010	Target:	350
2011	Target:	350

### Output Text

#### 2. Number of educational contacts

2007	Target:	151000
2008	Target:	155000
2009	Target:	158000
2010	Target:	161000
2011	Target:	164000

### Output Text

#### 3. Number of published materials distributed

2007	Target:	30000
2008	Target:	33000
2009	Target:	34000
2010	Target:	36000
2011	Target:	37500

### Output Text

#### 4. Number of research publications

2007	Target:	3
2008	Target:	3
2009	Target:	4
2010	Target:	4
2011	Target:	5

## Outcomes for the Program

### 19. Outcome measures

#### Outcome Text: Awareness created

### Outcome Text

#### 1. Percent of clients who gained new knowledge/skills, awareness and/or changed attitudes

**Outcome Type:** Short

2007 Target: 80  
2008 Target: 80  
2009 Target: 80  
2010 Target: 80  
2011 Target: 80

**Outcome Text**

2. Percentage of families or individuals who adopt recommendations

**Outcome Type:** Medium

2007 Target: 50  
2008 Target: 55  
2009 Target: 60  
2010 Target: 60  
2011 Target: 60

**Outcome Text**

3. Percentage of clients who changed behavior or experienced positive changing family conditions

**Outcome Type:** Long

2007 Target: 30  
2008 Target: 35  
2009 Target: 35  
2010 Target: 40  
2011 Target: 40

**20. External factors which may affect outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration, new cultural groupings, etc.)

**Description**

Lessons learned from the natural disasters especially the 2005 hurricanes (Katrina and Rita) remind us that we have to plan for external factors. Louisiana, due to its geographical location, is prone to both adverse and beneficial weather conditions which could affect program outcomes. Secondly, the state economy relies heavily on oil production. An increase or decrease in oil prices can increase or decrease the state's revenues respectively, thus impacting severely on budget appropriations. Additionally, both federal and state dollars received for formula funds have been "flat" for several years. An increase in the consumer price index will definitely reduce the purchasing power of these funds. Public policy changes, government regulations and competing priorities could affect the program either positively or negatively, depending on whether they favor or work against the program goals. Population changes and competing programmatic challenges have the potential of affecting the outcomes of the program. For instance, families evacuated during the 2005 hurricanes may decide to return to the state or they may decide to move to other states. If welfare programs or government funded aids to needy families change, population could change thus impacting the outcome of this planned program.

**21. Evaluation studies planned**

- After Only (post program)
- Before-After (before and after program)
- During (during program)
- Case Study
- Comparisons between program participants (individuals,group,organizations) and non-participants

#### **Description**

Post program, before and after program, during program, and comparison studies will be employed. Other methods will be incorporated when appropriate and feasible. The main focus of evaluation will be on determining the level(s) to which program activities carried out met and addressed the critical needs of participants and how citizens benefited, solved problems, or realized improved quality of life by participating in the program. To ensure that evaluation is culturally contextual, stakeholders' involvement and inputs have been strongly encouraged and utilized to establish priorities, goals and objectives consistent with state, regional and national issues based on the land-grant philosophy and mission. Evaluation will provide further inputs as to continuing with established priorities, goals and objectives or making changes to them. Additionally, performance indicators will be used to measure progress in accomplishing the objectives set by the Center. Evaluation studies will ensure that educational programs implemented by the SU AgCenter are available and useful to all citizens of Louisiana and primarily to clients in the areas of family development, human development and human sciences, and to urban and rural dwellers, youth, faith and community leaders, and families. Also, evaluation will authenticate the validity of data reported about the program.

#### **22. Data Collection Methods**

- Sampling
- Whole population
- Mail
- Telephone
- On-Site
- Structured
- Unstructured
- Observation
- Portfolio Reviews

#### **Description**

Evaluation studies using mail, telephone and/or on-site observations will primarily be conducted. Other methods will be incorporated when appropriate and feasible to ensure that important qualitative data are obtained.

## 1. Name of the Planned Program

### V. YOUTH DEVELOPMENT

#### 2. Program knowledge areas

- 803 Sociological and Technological Change Affecting Individuals, Families and Communities 20 %
- 806 Youth Development 60 %
- 805 Community Institutions, Health, and Social Services 20 %

#### 3. Program existence

- Intermediate (One to five years)

#### 4. Program duration

- Long-Term (More than five years)

#### 5. Brief summary about Planned Program

The plan is to develop and implement after school enrichment programs which focus on life skills, environmental skills, and social skills, academic enhancement and leadership skills. Opportunities will be created for experiential learning among participating youth. The youth development programs are designed to train extension agents and existing volunteers to work with and teach potential volunteers about working with youth; train staff how to recruit and support volunteers and parents; train staff to recognize and evaluate volunteers and parents' success. The total youth development program is aimed at: developing innovative curricula that fit the needs and interest of youth; targeting different skill levels through experiential learning; testing new curricula with intended audiences; and implementing continuous evaluation of program. Implement innovative programs for rural and urban youth. Focus the learning experience on children, youth, and families in communities from at risk environments to increase self-reliance, self-esteem, and confidence. Teach business ethics and business etiquette as prerequisite to business start-up. Teach professional image skills for traditional employment and self employment. Increase the level of awareness of available funding, and show aspiring entrepreneurs how to identify potential business opportunities. Youth Development Program is unique because its curriculum derives heavily from all other planned programs in the SU Ag Center. The majority of the faculty, staff, and even students of Southern University participate and contribute their time to ensure the success of this program.

#### 6. Situation and priorities

An increasing proportion of American children are at substantially higher risks for negative outcomes such as undernourishment, child abuse and neglect, poor health, substance abuse, teenage pregnancy, violence and academic underachievement, due to conditions beyond their control. According to the 2004 U.S. Census Bureau statistics, 17.8% of U.S. children live in poverty. The percentage of children living in poverty is even greater in the state of Louisiana. Although poverty has increased throughout the U.S., it remains considerably high among youth in Louisiana with a large percentage accounting for youth under age 18. According to the 2004 data, Louisiana ranks in the lower one-third among the 50 states for quality of life for its youth. The state is ranked number one in the number of youth living in poverty, single parent families, health problems, and parents without high school education. These factors place about 60 percent of Louisiana's youth at risk. Some positive effects of adolescent employment include increased personal responsibility and earning power; development of social skills; improved grades and participation in school-related activities; higher self-esteem; and increased self-direction and independence. Further, research suggests that youth who work in non-structured work environments have higher grades than those who did not work or worked in a structured work environment. Youth are our nation's future. It is important that they are advised that self employment is another option to financial freedom. Although cigarette smoking has declined significantly among high school students, the smoking rate among middle school students has remained the same. Youth tend to underestimate the likelihood that they will become addicted. Almost 75 percent of youth who smoked daily while they were in high school are still smoking seven to nine years later, even though in high school only 5 percent thought they would be smoking five years later. In a reversal of past trends, a new study by the Substance Abuse and Mental Health Services Administration (SAMHSA) of the United States Department of Health and Human Services indicates that adolescent girls are trying marijuana, alcohol and cigarettes at higher rates than boys. The study shows that 1.5 million girls ages 12 to 17 started drinking alcohol in 2004, the most recent year for which data is available. That compares with 1.28 million boys. Among the same group, 730,000 girls started smoking cigarettes in 2004, compared with 565,000 boys, and 675,000 girls started using marijuana compared with 577,000 boys. The nationwide survey, based on interviews with 70,000 families, also found that girls surpassed boys in abusing prescription drugs. Of the youth surveyed in 2004, 14.4 percent of girls and 12.5 percent of boys reported misusing prescription drugs.

**7. Assumptions made for the Program**

1. Level of funding will remain steady or increase. 2. Staffing will increase (additional funds to replace staff who leave, hire additional staff and to execute programs) 3. Present trend will continue. 4. Clients will participate and respond, and adopt new/innovative techniques.

**8. Ultimate goal(s) of this Program**

1. Conduct an aggressive educational program designed to improve standardized test scores for Louisiana youth. 2. Increase volunteer/parental involvement and participation in promoting the social, emotional, and academic growth of children. 3. Focus on innovative youth development activities that allow youth from various communities to gain competencies in life skills and develop their full potential. 4. Develop a youth entrepreneurship program that meets the needs of community participants. 5. Provide educational information to rural and urban youth on the harmful effects of tobacco use.

**9. Scope of Program**

- In-State Extension
- In-State Research
- Integrated Research and Extension
- Multistate Extension

**Inputs for the Program**

**10. Expending formula funds or state-matching funds**

- Yes

**11. Expending other than formula funds or state-matching funds**

- No

**12. Expending amount of professional FTE/SYs to be budgeted for this Program**

Year	Extension		Research	
	1862	1890	1862	1890
2007	0.0	8.0	0.0	2.0
2008	0.0	8.0	0.0	2.0
2009	0.0	9.0	0.0	2.0
2010	0.0	9.0	0.0	2.0
2011	0.0	9.0	0.0	2.0

**Outputs for the Program**

**13. Activity (What will be done?)**

• The following activities will be continued: Livestock, Poultry and Rabbit Show; Youth Educational and After School Program (YES); Parish Achievement Days; Science Fairs; Field Trips; Family and Youth Exposition. • Meetings/workshops; PSA'S, fact sheets, youth website, media literacy, mentoring programs (with community leaders); and commercial peer counseling will be developed or conducted. • Research results and other information will be communicated to youth through extension personnel in the form of publications, conferences, workshops, field days, home/office visits, demonstrations and other educational resources. • Collaborate, cooperate and partner with local, state and federal agencies, institutions, groups, private organizations/associations in seeking and delivering services to citizens.

**14. Type(s) of methods will be used to reach direct and indirect contacts**

Extension	
Direct Method	Indirect Methods
<ul style="list-style-type: none"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> <li>● Other 1 (Home Visits)</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> <li>● TV Media Programs</li> <li>● Web sites</li> <li>● Other 1 (Radio Programs)</li> <li>● Other 2 (Newspaper/Print Media)</li> </ul>

**15. Description of targeted audience**

A large number of children under 18 years of age are placed at risk because their families survive on low income and limited resources. They lack knowledge, information, and/or skills to utilize existing resources to improve their quality of life. The program targets such children ages 5 -18 years who are vulnerable to these situations. Parents and/or guardians of these children are also targeted. Additionally, children and adolescents who are placed at risk, those who are potentially at risk and children who need various forms of mentoring will be the beneficiaries. It is also necessary to train program staff and volunteers to ensure effective and efficient delivery of information.

**16. Standard output measures**

**Target for the number of persons(contacts) to be reached through direct and indirect contact methods**

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2007	20000	70000	35000	120000
2008	22000	72000	36000	123000
2009	23000	73000	37000	127000
2010	24000	74000	38000	129000
2011	25000	76000	39000	131500

**17. (Standard Research Target) Number of Patents**

Expected Patents	
Year	Target
2007	0
2008	0
2009	0
2010	0
2011	0

**18. Output measures**

**Output Text**

1. Number of educational program activities

2007 Target: 350  
2008 Target: 350  
2009 Target: 400  
2010 Target: 400  
2011 Target: 450

**Output Text**

2. Number of educational contacts

2007 Target: 155000  
2008 Target: 159000  
2009 Target: 164000  
2010 Target: 167000  
2011 Target: 170000

**Output Text**

3. Number of published materials distributed

2007 Target: 32000  
2008 Target: 33000  
2009 Target: 34000  
2010 Target: 35000  
2011 Target: 35000

**Output Text**

4. Number of research publications

2007 Target: 2  
2008 Target: 2  
2009 Target: 2  
2010 Target: 3  
2011 Target: 3

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

1. Number of volunteer leaders (trained to lead youth participants)

**Outcome Type:** Short

2007 Target: 500  
2008 Target: 550  
2009 Target: 550  
2010 Target: 600  
2011 Target: 600

**Outcome Text**

2. Number of youth participants involved in community activities

**Outcome Type:** Short

2007 Target: 2500  
2008 Target: 3000  
2009 Target: 3500  
2010 Target: 3500  
2011 Target: 4000

**Outcome Text**

3. Percent of youth who gained new knowledge/skills, awareness and/or changed opinions

**Outcome Type:** Medium

2007 Target: 70  
2008 Target: 75  
2009 Target: 80  
2010 Target: 85  
2011 Target: 85

**Outcome Text**

4. Percentage of youth who changed behavior or experienced positive life changing conditions

**Outcome Type:** Long

2007 Target: 40  
2008 Target: 45  
2009 Target: 50  
2010 Target: 55  
2011 Target: 60

**20. External factors which may affect outcomes**

- Natural Disasters (drought,weather extremes,etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programatic Challenges
- Populations changes (immigration,new cultural groupings,etc.)

**Description**

Lessons learned from the natural disasters especially the 2005 hurricanes (Katrina and Rita) remind us that we have to plan for external factors. Louisiana, due to its geographical location, is prone to both adverse and beneficial weather conditions which could affect program outcomes. Secondly, the state economy relies heavily on oil production. An increase or decrease in oil prices can increase or decrease the state's revenues respectively, thus impacting severely on budget appropriations. Additionally, both federal and state dollars received for formula funds have been "flat" for several years. An increase in the consumer price index will definitely reduce the purchasing power of these funds. Public policy changes, government regulations and competing priorities could affect the program either positively or negatively, depending on whether they favor or work against the program goals. Population changes and competing programmatic challenges have the potential of affecting the outcomes of the program. Peer pressure appears to be an important factor affecting youth behavior and subsequently could impact on planned program outcomes.

**21. Evaluation studies planned**

- After Only (post program)
- Before-After (before and after program)
- During (during program)
- Comparisons between program participants (individuals,group,organizations) and non-participants
- Comparison between locales where the program operates and sites without program intervention

#### **Description**

Post program, before and after program, during program, and comparison studies will be employed. Other methods will be incorporated as appropriate and feasible. The main focus of evaluation will be on determining the level(s) to which program activities carried out met and addressed the critical needs of participants and how citizens benefited, solved problems, or realized improved quality of life by participating in the program. To ensure that evaluation is culturally contextual, stakeholders' involvement and inputs have been strongly encouraged and utilized to establish priorities, goals and objectives consistent with state, regional and national issues based on the land-grant philosophy and mission. Evaluation will provide further inputs as to continuing with established priorities, goals and objectives or making changes to them. Additionally, performance indicators will be used to measure progress in accomplishing the objectives set by the Center. Evaluation studies will ensure that educational programs implemented by the SU Ag Center are available and useful to all youth in Louisiana and primarily to the urban and rural dwellers, and to faith and community leaders, families and related organizations associated with youth development. Also, evaluation will authenticate the validity of data reported about the program.

#### **22. Data Collection Methods**

- Sampling
- Whole population
- Mail
- Telephone
- On-Site
- Structured
- Unstructured
- Observation
- Portfolio Reviews

#### **Description**

Evaluation studies using mail, telephone and/or on-site observations will primarily be conducted. Other methods will be incorporated when appropriate and feasible to ensure that important qualitative data are obtained. To ensure confidentiality, concerted efforts will be made to protect the identity of youth during these exercises.

## 1. Name of the Planned Program

# VI. ECONOMIC AND COMMUNITY DEVELOPMENT

## 2. Program knowledge areas

- 602 Business Management, Finance, and Taxation 20 %
- 601 Economics of Agricultural Production and Farm Management 20 %
- 607 Consumer Economics 30 %
- 608 Community Resource Planning and Development 30 %

## 3. Program existence

- Intermediate (One to five years)

## 4. Program duration

- Long-Term (More than five years)

## 5. Brief summary about Planned Program

Economic development allows a community to make itself ready to accommodate the retention, startup, location, or expansion of an enterprise. Economic development occurs as the community's economy is vitalized by the creation of jobs which encourages an increase in personal and community wealth, or the useful distribution of capital that are generated to the locality from external sources. The planned program will work with existing organizations to strengthen economic links between businesses, community based organizations and outreach education. Participants in this program will be provided educational materials dealing with the principles of running profitable businesses, the art of sustainable development and economic diversity. Educational materials and training in business management, finance, taxation, consumer issues, community resource planning and development also be made available to participants. As an important component, this program will ensure that community and economic development efforts are inclusive of all minorities in the state of Louisiana. Louisiana is becoming more culturally diverse and the program will benefit from this rich cultural diversity. The planned program will seek collaboration, cooperation and partnership with local, state and federal agencies, institutions, groups, private organizations/associations in seeking and delivering services to citizens. Faith community and non-profit organizations will be involved in enhancing the delivery of services to citizens of the state.

## 6. Situation and priorities

The citizens of Louisiana continue to suffer economically and socially because of earlier dependency on the currently depressed petroleum and agricultural industries. Their plight has been exacerbated by the 2005 Hurricanes Katrina and Rita that rendered the economy of most of south Louisiana virtually unviable. Louisiana is ranked among the top five states for poverty and for the opportunities of mainstream America. The poverty rate in U.S is 12.0 percent but, in Louisiana, the rate is 17.0 percent. The poverty rate in rural Louisiana is as high as 27 percent in some parishes (counties). The USDA describes eight parishes (East Carroll, Evangeline, Lincoln, Madison, Natchitoches, Orleans, St. Landry and Tensas) in Louisiana as "housing stress parishes". For over forty years, community based organizations have struggled to address problems of social, economic and physical distress in low to moderate-income communities throughout the United States. Despite the impressive growth of community based organizations in Louisiana during the past decade, these organizations face numerous human and organizational deficiencies. To flourish in an economy that demands increased accountability, community based organizations need strategies and directions to be effective in their endeavors. One of the key factors impacting urban and rural communities is the need to have an adequate knowledge and skill based economy to meet the needs of our society. Information and technology impact all types of industries from retail and wholesale to manufacturing and service firms. It is changing the speed of business, the skills of workers, and the expectations of consumers. Linking community and economic development strategies to these trends will be critical. The economic and community development program works with faith-based and other social and civic organizations to explore and develop enterprises that will foster long-term economic viability. The following issues that plague the citizens of the state will be addressed: • Poverty • Unemployment • Lack of (and low) job skills • Lagging leadership skills • Low organizational ability • Low business sustainability • Youth flight • Low business development skills • Low number of affordable housing • Inadequate access to program information • Low educational attainment • Inadequate economic, social, and cultural infrastructure • Low trust, responsibility, pride, and cooperation • Prevalent crime and low safety • Continuing environmental and health problems

**7. Assumptions made for the Program**

1. Level of funding will remain steady or increase. 2. Staffing will increase (additional funds will be available to replace staff who leave, to hire additional staff and to execute programs) 3. Present trend will continue. 4. Clients will participate and respond, and adopt new/innovative techniques.

**8. Ultimate goal(s) of this Program**

1. Foster entrepreneurial networks that promote innovative and healthy business endeavors in targeted communities in the state of Louisiana. 2. Capture the opportunities of the new, knowledge-based economy by providing a strong, continuous network between community based organizations and educational institutions. 3. Support an improved quality of life and growing diversity of targeted communities in the state of Louisiana. 4. Promote active partnerships between businesses, community based organizations, public agencies and elected leadership.

**9. Scope of Program**

- In-State Extension
- In-State Research
- Integrated Research and Extension
- Multistate Extension
- Multistate Research

**Inputs for the Program**

**10. Expending formula funds or state-matching funds**

- Yes

**11. Expending other than formula funds or state-matching funds**

- No

**12. Expending amount of professional FTE/SYs to be budgeted for this Program**

Year	Extension		Research	
	1862	1890	1862	1890
2007	0.0	5.0	0.0	3.0
2008	0.0	5.0	0.0	3.0
2009	0.0	6.0	0.0	4.0
2010	0.0	6.0	0.0	4.0
2011	0.0	6.0	0.0	4.0

**Outputs for the Program**

**13. Activity (What will be done?)**

• Work with existing organizations to strengthen links between businesses, community based organizations and outreach education. • Leadership Training (for adult and youth) will be conducted with business consultants, community leaders, policy makers participating and making presentations. • A resource directory of economic developers will be published to aid new businesses in their start up. • Grant writing workshops to empower individuals, businesses and communities enhance their skills on how to write for successful grants will also be conducted. • Establish an incubator or innovation center that fosters technology, transfers and connects regional economic partners, businesses, and higher education and venture capitalists. • Research results and other information will be communicated to customers through extension personnel in the form of publications, conferences, workshops, field days, home/office visits, demonstrations and other educational resources. • Collaborate, cooperate and partner with local, state and federal agencies, institutions, groups, private organizations/associations in seeking and delivering services to citizens.

**14. Type(s) of methods will be used to reach direct and indirect contacts**

Extension	
Direct Method	Indirect Methods
<ul style="list-style-type: none"> <li>● Education Class</li> <li>● Workshop</li> <li>● Group Discussion</li> <li>● One-on-One Intervention</li> <li>● Demonstrations</li> <li>● Other 1 (Home/Office Visits)</li> </ul>	<ul style="list-style-type: none"> <li>● Public Service Announcement</li> <li>● Newsletters</li> <li>● TV Media Programs</li> <li>● Web sites</li> <li>● Other 1 (Radio Programs)</li> <li>● Other 2 (Newspapers/Print Media)</li> </ul>

**15. Description of targeted audience**

Rural and urban dwellers in the United States continue to experience high levels of poverty due to lack of economic opportunities. Improving this low quality of life is the focus of this planned program. About 17 percent of Louisiana residents (and in some of the rural parishes or counties as high as 27 percent) live below the poverty level. The majority of these communities lack opportunity for business start-ups, business expansions, housing, economic development and growth. Under-represented, underserved, socially and economically disadvantaged groups in traditionally agricultural and urban communities in the State will be targeted for the purpose of encouraging business and economic development.

**16. Standard output measures**

**Target for the number of persons(contacts) to be reached through direct and indirect contact methods**

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
2007	16000	100000	0	0
2008	16500	103000	0	0
2009	17000	105000	0	0
2010	17700	107000	0	0
2011	18200	110000	0	0

**17. (Standard Research Target) Number of Patents**

Expected Patents	
Year	Target
2007	0
2008	0
2009	0
2010	0
2011	0

**18. Output measures**

**Output Text**

1. Number of educational program activities

2007 Target: 200  
2008 Target: 200  
2009 Target: 250  
2010 Target: 250  
2011 Target: 300

**Output Text**

2. Number of educational contacts

2007 Target: 116000  
2008 Target: 119000  
2009 Target: 122000  
2010 Target: 123000  
2011 Target: 127000

**Output Text**

3. Number of published materials distributed

2007 Target: 30000  
2008 Target: 31000  
2009 Target: 32000  
2010 Target: 33000  
2011 Target: 35000

**Output Text**

4. Number of research publications

2007 Target: 3  
2008 Target: 3  
2009 Target: 4  
2010 Target: 4  
2011 Target: 5

**Outcomes for the Program**

**19. Outcome measures**

**Outcome Text: Awareness created**

**Outcome Text**

1. Percent of clients who gained new knowledge/skills, awareness and/or changed attitudes

**Outcome Type:** Short

2007 Target: 80  
2008 Target: 80  
2009 Target: 80  
2010 Target: 80  
2011 Target: 80

**Outcome Text**

2. Percentage of clients who adopt recommendations

**Outcome Type:** Medium

2007 Target: 50  
2008 Target: 50  
2009 Target: 55  
2010 Target: 60  
2011 Target: 60

**Outcome Text**

3. Percentage of clients who utilized skills to gain positive economic results

**Outcome Type:** Long

2007 Target: 30  
2008 Target: 35  
2009 Target: 35  
2010 Target: 40  
2011 Target: 40

**20. External factors which may affect outcomes**

- Natural Disasters (drought,weather extremes,etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programatic Challenges
- Populations changes (immigration,new cultural groupings,etc.)

**Description**

Lessons learned from the natural disasters especially the 2005 hurricanes (Katrina and Rita) remind us that we have to plan for external factors. Louisiana, due to its geographical location, is prone to both adverse and beneficial weather conditions which could affect program outcomes. Secondly, the state economy relies heavily on oil production. An increase or decrease in oil prices can increase or decrease the state's revenues respectively, thus impacting severely on budget appropriations. Additionally, both federal and state dollars received for formula funds have been "flat" for several years. An increase in the consumer price index will definitely reduce the purchasing power of these funds. Public policy changes, government regulations and competing priorities could affect the program either positively or negatively, depending on whether they favor or work against the program goals. Population changes and competing programmatic challenges have the potential of affecting the outcomes of the program.

**21. Evaluation studies planned**

- After Only (post program)
- Before-After (before and after program)
- During (during program)
- Case Study
- Comparisons between program participants (individuals,group,organizations) and non-participants
- Comparison between locales where the program operates and sites without program intervention

**Description**

Post program, before and after program, during program, and comparison studies will be employed. Other methods will be incorporated as appropriate and feasible. The main focus of evaluation will be on determining the level(s) to which program activities carried out met and addressed the critical needs of participants and how citizens benefited, solved problems, or realized improved quality of life by participating in the program. To ensure that evaluation is culturally contextual, stakeholders' involvement and inputs have been strongly encouraged and utilized to establish priorities, goals and objectives consistent with state, regional and national issues based on the land-grant philosophy and mission. Evaluation will provide further inputs as to continuing with established priorities, goals and objectives or making changes to them. Additionally, performance indicators will

be used to measure progress in accomplishing the objectives set by the Center. Evaluation studies will ensure that educational programs implemented by the SU Ag Center are available and useful to all citizens of Louisiana and primarily to clients in the areas of economic and community development and human sciences, and to urban and rural dwellers, youth, government officials, faith and community leaders, and families. Also, evaluation will authenticate the validity of data reported about the program.

## **22. Data Collection Methods**

- Sampling
- Whole population
- Mail
- Telephone
- On-Site
- Structured
- Unstructured
- Case Study
- Observation
- Portfolio Reviews

### **Description**

Evaluation studies using mail, telephone and/or on-site observations will primarily be conducted. Whole population and other methods will be incorporated whenever appropriate and feasible.